



Dear Supermarkets – It's Time to Get Fair About Farming

To the CEOs of the 'Big Six' supermarkets; Ken Murphy (Tesco), Simon Roberts (Sainsbury's), Stuart Rose (ASDA), David Potts (Morrisons), Giles Hurley (ALDI), and Ryan McDonnell (LIDL).

British farming needs your help. Almost half (49%) of fruit and veg farmers fear they will go out of business within the next 12 months, with the behaviour of supermarkets being a leading factor. And while farms are closing their gates, supermarkets are reporting record profits.

The Big Six's buying practices are all too often imbalanced, short term and wasteful. Farmers are denied commitment or security – with whole crops rejected at the last minute in favour of cheaper options elsewhere, or just because supermarkets change their mind.

Good food ends up rotting in the field. Farmers are left without payment for their crops. And without a stable, reliable income, they are struggling to survive.

These practices threaten the livelihoods of hardworking farmers, and jeopardise the availability of fresh, healthy, and locally grown food for shoppers. If farms continue to close, the British produce that customers know and love risks disappearing from your shelves altogether.

Over two-thirds (69%) of fruit and veg farmers agree that tougher regulations are required to redress the imbalance of power between farmers and supermarkets. That's why Riverford Organic Farmers is joining forces with farmers to call for urgent change. The support behind us is clear, as you can see from our signatories.

We are asking all supermarkets to make these five commitments to farmers:

1. Pay what you agreed to pay.
2. Buy what you committed to buy.
3. Agree on fair specifications.
4. Commit for the long term.
5. Pay on time.

The government also needs to stand up for British food and farming, through robust regulation of the relationships between supermarkets and your suppliers. The current policy is completely inadequate and rarely enforced. We're creating a petition asking Parliament to take action.

Supermarkets can play a vital role in building a more sustainable future for the farmers who keep your shelves stocked. But long-term food security requires long-term cooperation – not just a short-term drive for profit. You have the power to do more; we can't do it without your help.

Show us your support, and let's #GetFairAboutFarming.

1. Guy Singh-Watson, founder of Riverford Organic Farmers
2. Deborah Meaden, Dragons' Den investor and entrepreneur, Somerset
3. Julia Bradbury, Television Presenter for BBC and ITV, London
4. Marcus Mumford, Musician and Farmer, Whiddon Farm, Barnstaple
5. Rick Stein, Chef, Restaurateur, Writer and Television presenter, Cornwall
6. Wendy Chamberlain, Member of Parliament for North East Fife, Scotland
7. Ray Mears, Conservationist and TV presenter, East Sussex
8. Chris Packham, Wildlife TV broadcaster and Campaigner, Hampshire
9. Howard Donald, Take That musician, Kensington
10. JB Gill, JLS singer and Owner of a farm, Kent
11. Jimmy Doherty, Television presenter and Farmer, Suffolk
12. Thomasina Miers, Founder of Wahaca, London
13. Ben Reynolds, Deputy Chief Executive of Sustain, London
14. Hugh Fearnley-Whittingstall, A Multi-award-winning Writer and Broadcaster, Devon
15. Jim Shannon, Democratic Unionist Party MP for Strangford, Northern Ireland
16. Will Young, TV Personality, Content Creator and Author, London
17. Natalie Bennett, Former leader of the Green Party, Sheffield
18. Jason Gardiner, Choreographer, Presenter, and Former 'Dancing on Ice' judge, Portugal
19. Kate Bradbury, Award-winning garden writer, Broadcaster and TV presenter, Brighton
20. Helen Browning, Chief Executive of Soil Association, Edinburgh
21. Cristina Dimetto, Managing Director of Organic Trade Board, Andover
22. Melissa Hemsley, Cook and Author of Feel Good and Eat Happy, London
23. William Chase, Entrepreneur and Founder of Tyrrells Potato Chips and Chase Distillery, Herefordshire
24. Romy Gill, Chef, TV Personality and Author of On the Himalayan Trail, South Gloucestershire
25. Ixta Belfrage, Chef and Author of Mezcla, London
26. George Monbiot, Journalist, Environmental Activist and Author of Regeneration, South Devon
27. Julius Roberts, Cook, Farmer and Gardener, Dorset
28. Skye Gyngell, Chef and Founder of Spring Restaurant, and Culinary Director at Heckfield Place, London
29. Yasmin Khan, Broadcaster and Human Rights Campaigner, Award-winning Author of The Saffron Tales, Zaitoun and Ripe Fig, Oxford
30. Jenny Jefferies, Author of For The Love of the Land, Columnist, Radio presenter and producer, South Cambridgeshire
31. Colin Ramsay, Independent filmmaker and Director of Six Inches of Soil, Cambridge
32. Mitch Tonks, Chief Executive of Rockfish, UK
33. Satish Kumar, Activist and Speaker, Founder of The Resurgence trust, England
34. Safia Minney MBE, Chief Executive of the People Tree, London
35. Dan Crossley, Executive Director of Food Ethics Council, UK
36. Ben Theo Andrews, Organic farmer and content creator, Herefordshire
37. Catherine Withers, Farmer at Yew Tree Farm, Bristol's last working farm
38. Sue Pritchard, Chief Executive of the Food, Farming and Countryside Commission, Bristol
39. Merlin Labron-Johnson, Chef Founder of Osip and The Old Pharmacy Restaurants, Somerset
40. Tom Pemberton, Dairy, Sheep and Beef Farmer and Youtuber, Lytham St Annes
41. Martin Lines, Chief Executive of the Nature Friendly Farming Network, UK
42. Ruth West, Co-founder of Real Farming Trust, ORFC
43. Sarah Langford, Former Barrister, Farmer, and Author of Rooted, Suffolk

44. Jake Fiennes, Conservationist and Land manager, Author of Land Healer, Norfolk
45. Olivia Shave, Farmer and Chief Executive of Eco Ewe, Norwich
46. Vandana Shiva, Environmental Activist and Author of Oneness vs the 1%, London
47. Jimmy Woodrow, Executive Director of Pasture For Life, London
48. Steve Chamberlain, Organic Farmer and Partner of Nancarrow Farm, Zelah
49. Emily Scott, Restaurateur, Chef and Author of 'Time and Tide: Recipes and Stories from My Coastal Kitchen', Cornwall
50. Geetie Singh-Watson, MBE, Ethical Entrepreneur and Owner of The Bull Inn, Totnes
51. Rebecca Laughton, The Landworkers Alliance, UK
52. Jan Ostle, Head Chef and Founder of Wilson's Restaurant, Bristol
53. Samantha Cooper, Director of Business Declares, London
54. Chris Smaje, Farmer and Author of A Small Farm Future, Somerset
55. David Markson, Director of Food in Community, Ashprington
56. Chantelle Norton, Director of Food in Community, Ashprington
57. Charles Dowding, Gardener and Author of No Dig, Somerset
58. Maria Warne-Elston, Sheep and Arable Farmer, Cornwall
59. Anna Jones, Journalist, Producer and Author of Divide, London
60. Niki Webster, Food blogger and Author of Rainbow Bowls, Birmingham
61. Tracy Worcester, Founder of Farms Not Factories, South Gloucestershire
62. Abby Allen, Director of Pipers Farm, Hakwhurst
63. Abby Rose, Co-host of Farmerama, London
64. Sophie Gregory, Farmer at Home Farm, Dorset
65. Freya Wright, Livestock Farmer, Norfolk
66. Kitty Mair, Farmer at Plaw Hatch Farm, Sussex
67. Carolyn Steel, Award-winning author of Sitopia and Hungry City, England
68. Donna Marie Edmonds, Chief Executive of Farms for City Children, Exeter
69. Dan Cox, Founder and Chef, Crocadon Restaurant, Cornwall
70. Tim Williams, Farmer at Crocadon Farm, Cornwall
71. Lucy Siegle, Journalist, Presenter and Author of Turning the Tide on Plastic, London
72. Arthur Parkinson, Influential Farmer and Author of The Pottery Gardener and The Flower Yard, and the co-host of the popular Grow, Cook, Eat, Arrange podcast, Nottinghamshire
73. Jo Wood, Owner of Jo Wood Organics, UFO podcast and Author of STONED, Northamptonshire
74. Paul Stuart, Chief Executive of Ripple Effect, Bristol
75. Julie Brown, Director of Growing Communities, Hackney
76. Julia Kirby-Smith, Project leader of Better Food Traders, London
77. Kate Hughes, Journalist, Farmer at Wood Advent Farm, Exmoor, and Author of Going Zero, Bristol
78. David Brewer, Farmer at Wood Advent Farm, Exmoor
79. Alwyn Phillips, Sheep and Beef Farmer of Penygelli Farm, Caenarfon
80. Nick Weir, Community Facilitator of Open Food Network, UK
81. Emma Gray, Sheep and Beef Farmer at Fallowlees Farm, Northumberland
82. Ted Howard-Jones, Founder of Countryside Marketing, Cholsey Grange Farm, Buckinghamshire
83. Martin Howlett, Farmer of Deer Park Farm, Cornwall
84. John Mildmay-White, Landowner of Flete Estate, Modbury
85. Phil Stocker, Chief Executive of The National Sheep Association, Worcestershire
86. Rebecca Mayhew, Dairy Farmer and Farm Shop Owner at Old Hall Farm, Norfolk
87. Stuart Mayhew, Dairy Farmer and Farm Shop Owner of Old Hall Farm, Norfolk

88. Pete Russell, Chief Executive of Ooooby, Dartington
89. The Ethicurean, Restaurant, Bristol
90. Naomi Devlin, Author, Teacher and Fermenter, Ashburton
91. Wallace Currie, Founder of Rural2Kitchen, Isle of Arran
92. Lottie Mew, Manager at Coombeshead Farm, Cornwall
93. Tom Adams, Chef and Co-founder of Coombeshead Farm, Cornwall
94. April Bloomfield, Chef and co-founder of Coombeshead Farm, Cornwall
95. Tessa Elliot, Farmer at Cresswell Barn Farm, Pembrokeshire
96. Suzy Russell, Coordinator of Community Supported Agriculture Network, UK
97. James Twine, Chief Executive of The Organic Herb Trading Company, Somerset
98. Zoë Colville, Tenant Farmer and Grazier, Kent
99. Chris Woodhead, Tenant Farmer and Grazier, Kent
100. Matt Chatfield, Farmer at The Cornwall Project, Cornwall
101. Amelia Greenway, Pasture for Life Farmer at Springwater Farm Organic, South Devon
102. Jason Greenway, Pasture for Life Farmer at Springwater Farm Organic, South Devon
103. Andrew Gilhepsy, Founder of The Fresh Flour Company, Devon
104. Daniel Miller, Head of Operations at Dorset Dairy Company, Stalbridge
105. Alexandra Rawe, Director of Dorset Dairy Company, Stalbridge
106. Darina Allen, Founder of Ballymaloe Cookery School, Southern Ireland
107. Tim Allen, Founder of Ballymaloe Cookery School, Southern Ireland
108. Amy Bateman, Countryside and Commercial Photographer, Author of Forty Farm, Kendal
109. Seb Godwin, Young Farmer and Shepherd, Oxfordshire
110. Patrick Holden, Founder and Chief Executive of Sustainable Food Trust, Wales
111. Simon Topliss, Farm Manager at Whiddon Farm, Barnstaple
112. Nikki Storrar, Manager at Ardross Farm, Elie
113. Claire Pollock, Farmer at Ardross Farm, Elie
114. Isabella Tree, Author & Co-Owner of Knepp Estate
115. Charlie Burrell, Co-Owner of Knepp Estate